BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil penelitian yang dilakukan oleh peneliti tentang Pengaruh *Experiential Marketing* terhadap *Repurchase Intention*" (studi pada pelanggan reguler PT. Combina Cargo), dapat ditarik kesimpulan yang sesuai dengan masalah tujuan penelitian. Kesimpulan ini adalah sebagai berikut:

1. *Sense* (X_1) berpengaruh positif terhadap *Repurchase Intention* pada pelanggan reguler PT. Combina Cargo.*Sense* disini merupakan aspek-aspek yang berwujud dan dapat dirasakan dari suatu produk yang dapat ditangkap oleh kelima panca indra manusia meliputi pandangan, suara, bau, rasa, dan sentuhan. *Sense* ini meliputi desain ruang tunggu, kenyamanan ruang tunggu,udara yang dingin dan sejuk bagi pelanggan yang menunggu,desain kantor yang elegan dan perlengkapan kantor seperti sofa,meja,rak baca dan lainnya.
2. *Feel* (X_2) berpengaruh positif terhadap *Repurchase Intention* pada pelanggan reguler PT. Combina Cargo. *Feel* ini merupakan perasaan emosi yang muncul dari dalam hati secara positif dan perasaan gembira yang terjadi saat mengkonsumsi. *Feel* ini meliputi keramah-tamahan karyawan lini depan dalam menangani permintaan pelanggan, sambutan karyawan yang hangat sehingga meyentuh hati pelanggan, kecepatan pegawai dalam melayani

keinginan pelanggan, pegawai perusahaan memiliki tanggapan yang tinggi terhadap keluhan pelanggan.

3. *Think* (X_3) berpengaruh positif terhadap *Repurchase Intention* pada pelanggan reguler PT. Combina Cargo. *Think* merupakan salah satu cara yang dilakukan perusahaan untuk menarik pemikiran kreatif konsumen mengenai sebuah perusahaan dan merek-mereknya.*Think* ini meliputi harga yang ditawarkan perusahaan kepada pelanggan sesuai dengan layanan yang diterima, variasi pengiriman, proses pengepakan barang, penanganan barang pelanggan yang sesuai dengan prosedur, dan proses penimbangan barang yang tepat dan akurat.
4. *Act* (X_4) berpengaruh positif terhadap *Repurchase Intention* pada pelanggan reguler PT. Combina Cargo. *Act* ini merupakan tipe experience yang bertujuan untuk mempengaruhi perilaku, gaya hidup dan interaksi dengan konsumen. *Act* ini meliputi reputasi perusahaan yang terbilang bagus terbukti dari berbagai penghargaan yang diterima, posisi perusahaan sebagai pemimpin pasar serta lokasi yang memjadikan prioritas pelanggan untuk selalu menggunakan layanan perusahaan, pemakaian jasa layanan yang cepat dan tepat sesuai dengan gaya hidup pelanggan.
5. *Relate* (X_5) berpengaruh positif terhadap *Repurchase Intention* pada pelanggan reguler PT. Combina Cargo. *Relate* ini merupakan penghubung pelanggan secara individu dengan masyarakat, atau budaya. *Relate* ini mencakup jasa yang sesuai dengan ekspektasi pelanggan, pengalaman positif pelanggan dibagi dengan baik kepada orang lain, program kesetiaan

pelanggan dengan menanyakan keadaaan pelanggan via telepon, dan perusahaan memiliki informasi melalui media social yang bisa diakses oleh masyarakat umum.

5.2 Implikasi Penelitian

Hasil penelitian bermanfaat dan sebagai bahan pertimbangan dalam praktek manajemen khususnya yang berkaitan dengan penerapan *experiential marketing* sebagai salah satu cara untuk menciptakan *Repurchase Intention*. Penelitian ini juga mempunyai implikasi praktis karena dapat digunakan sebagai bahan masukan bagi PT. Combina Cargo di Kota Padang dalam upaya untuk meningkatkan *Repurchase Intention* dimasa yang akan datang. Pihak PT. Combina Cargo perlu memperbaiki beberapa variabel yaitu variabel *Sense* dan *Think* yang memiliki pengaruh paling dominan terhadap *Repurchase Intention*.

Pada variabel *sense* terhadap *Repurchase Intention*, diharapkan pihak PT. Combina Cargo agar lebih memperhatikan hal-hal yang berhubungan dengan *Sense* seperti desain warna yang menarik, kenyamanan ruang tunggu, udara di dalam ruang tunggu, penataan dekorasi dan warna, serta perlengkapan kantor. Pada variabel *Think* terhadap *Repurchase Intention,* diharapkan pihak PT. Combina Cargo lebih memperhatikan hal-hal yang berhubungan dengan *think* seperti harga yang ditawarkan perusahaan sesuai dengan kualitas yang dirasakan pelanggan, variasi pengiriman, proses pengepakan barang, penanganan barang, dan proses penimbangan barang.

5.3 Keterbatasan Penelitian

Penulis menyadari bahwa penelitian ini masih jauh dari kesempurnaan. Untuk itu, penulis memberikan saran untuk penelitian selanjutnya sebaiknya melakukan penelitian terhadap variabel atau faktor-faktor lainnya yang dapat meningkatkan *Repurchase Intention* selain yang diteliti dalam penelitian ini. Sebab dalam penelitian ini kontribusi variabel bebas *Sense*, *Feel*, *Think*, *Act*, dan *Relate* terhadap variabel terikat *Repurchase Intention* secara bersama-sama hanya sebesar 54,7%, sedangkan sisanya sebesar 45,3% merupakan faktor lain yang tidak diteliti yang diantara lain dapat meliputi *brand image*, *brand iquity* dan kualitas pelayanan secara lebih menyeluruh.

5.4 Saran

Berdasarkan hasil dan kesimpulan penelitian, maka dapat diajukan beberapa saran untuk dijadikan masukkan dan pertimbangan bagi pihak-pihak yang berkepentingan, antara lain:

1. Bagi PT. Combina Cargo

   Peneliti menyarankan agar pihak manajemen PT. Combina Cargo dapat meningkatkan penciptaan pengalaman pemakaian jasa yang menarik dan berkesan dengan lebih memperhatikan *experiential marketing* pada variabel *Sense* dan *Think* dengan cara meningkatkan desain warna yang menarik, kenyamanan ruang tunggu, penataan dekorasi dan warna, perlengkapan kantor, harga yang ditawarkan perusahaan sesuai dengan kualitas yang

dirasakan pelanggan, variasi pengiriman, proses pengepakan barang, dan penanganan barang dengan lebih baik.

2. Bagi peneliti lain

   a. Diharapkan pada peneliti selanjutnya dapat menambahkan variabel lain yang mungkin mempengaruhi *Repurchase Intention* selain variabel bebas yang diteliti dalam penelitian ini.

   b. Diharapkan hasil penelitian ini dapat dijadikan bahan referensi pengetahuan bagi penelitian mendatang pada kasus yang sama.

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UJI VALIDITAS DAN RELIABILITAS *SENSE* (X1)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,909	,916	5

Item Statistics

	Mean	Std. Deviation	N
Sense 1	3,93	,980	30
Sense 2	4,10	,885	30
Sense 3	4,07	,785	30
Sense 4	3,87	,937	30
Sense 5	3,70	1,119	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Sense 1	15,73	10,823	,721	,612	,899
Sense 2	15,57	10,875	,819	,724	,879
Sense 3	15,60	11,214	,876	,803	,873
Sense 4	15,80	10,717	,789	,667	,884
Sense 5	15,97	10,171	,703	,551	,909

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19,67	16,437	4,054	5

Intraclass Correlation Coefficient

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	,665[a]	,520	,797	10,937	29	116	,000
Average Measures	,909[c]	,844	,952	10,937	29	116	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

UJI VALIDITAS DAN RELIABILITAS *FEEL* (X2)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,826	,827	4

Item Statistics

	Mean	Std. Deviation	N
Feel 1	3,83	,986	30
Feel 2	3,83	1,085	30
Feel 3	3,87	1,008	30
Feel 4	3,87	,973	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Feel 1	11,57	6,461	,672	,515	,771
Feel 2	11,57	6,461	,573	,456	,819
Feel 3	11,53	5,775	,828	,693	,696
Feel 4	11,53	7,016	,550	,362	,823

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,40	10,800	3,286	4

Intraclass Correlation Coefficient

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	,542[a]	,363	,714	5,734	29	87	,000
Average Measures	,826[c]	,695	,909	5,734	29	87	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

UJI VALIDITAS DAN RELIABILITAS *THINK* (X3)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,905	,903	5

Item Statistics

	Mean	Std. Deviation	N
Think 1	3,97	,850	30
Think 2	3,50	1,306	30
Think 3	3,73	1,112	30
Think 4	3,63	1,159	30
Think 5	3,57	1,135	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Think 1	14,43	17,978	,568	,404	,920
Think 2	14,90	12,921	,870	,807	,859
Think 3	14,67	14,644	,813	,728	,872
Think 4	14,77	14,392	,803	,759	,874
Think 5	14,83	14,764	,773	,665	,881

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18,40	22,800	4,775	5

Intraclass Correlation Coefficient

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	,655[a]	,508	,790	10,490	29	116	,000
Average Measures	,905[c]	,838	,950	10,490	29	116	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

UJI VALIDITAS DAN RELIABILITAS *ACT* (X4)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,825	,829	3

Item Statistics

	Mean	Std. Deviation	N
Act 1	3,57	1,165	30
Act 2	3,70	1,022	30
Act 3	3,67	1,093	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Act 1	7,37	3,895	,596	,361	,850
Act 2	7,23	3,909	,752	,598	,694
Act 3	7,27	3,789	,708	,564	,732

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10,93	7,995	2,828	3

Intraclass Correlation Coefficient

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	,611[a]	,414	,773	5,716	29	58	,000
Average Measures	,825[c]	,679	,911	5,716	29	58	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

UJI VALIDITAS DAN RELIABILITAS *Relate* (X5)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,827	,826	4

Item Statistics

	Mean	Std. Deviation	N
Relate 1	3,60	1,070	30
Relate 2	3,67	1,093	30
Relate 3	3,63	1,033	30
Relate 4	3,80	1,157	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Relate 1	11,10	8,438	,468	,299	,860
Relate 2	11,03	6,792	,791	,630	,716
Relate 3	11,07	7,651	,660	,543	,779
Relate 4	10,90	6,852	,711	,541	,754

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,70	12,493	3,535	4

Intraclass Correlation Coefficient

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	,544[a]	,366	,715	5,774	29	87	,000
Average Measures	,827[c]	,697	,910	5,774	29	87	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

UJI VALIDITAS DAN RELIABILITAS *REPURCHASE INTENTION*

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded[a]	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,884	,897	3

Item Statistics

	Mean	Std. Deviation	N
Repurchase Intention 1	3,67	1,213	30
Repurchase Intention 2	3,67	1,295	30
Repurchase Intention 3	3,97	,890	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Repurchase Intention 1	7,63	4,171	,798	,644	,816
Repurchase Intention 2	7,63	3,895	,787	,621	,838
Repurchase Intention 3	7,33	5,471	,801	,642	,849

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,30	9,597	3,098	3

Intraclass Correlation Coefficient

	Intraclass Correlation[b]	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	,717[a]	,552	,841	8,616	29	58	,000
Average Measures	,884[c]	,787	,941	8,616	29	58	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

a. The estimator is the same, whether the interaction effect is present or not.

b. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

Frequencies

Statistics

		Gender	Umur	Pekerjaan	Pendidikan
N	Valid	115	115	115	115
	Missing	0	0	0	0
Mean		1,24	3,53	2,93	2,54
Std. Error of Mean		,040	,104	,120	,071
Median		1,00	3,00	4,00	3,00
Mode		1	3	4	3
Std. Deviation		,431	1,111	1,282	,764
Variance		,186	1,234	1,644	,584
Skewness		1,211	,039	-,605	-1,274
Std. Error of Skewness		,226	,226	,226	,226
Kurtosis		-,543	-1,345	-1,402	-,056
Std. Error of Kurtosis		,447	,447	,447	,447
Range		1	3	3	2
Minimum		1	2	1	1
Maximum		2	5	4	3
Sum		143	406	337	292

Statistics

		Sense 1	Sense 2	Sense 3	Sense 4	Sense 5
N	Valid	115	115	115	115	115
	Missing	0	0	0	0	0
Mean		3,28	3,19	3,37	3,27	3,32
Std. Error of Mean		,111	,109	,102	,102	,106
Median		4,00	3,00	4,00	4,00	3,00
Mode		4	2	4	4	4
Std. Deviation		1,189	1,169	1,096	1,095	1,136
Variance		1,413	1,367	1,201	1,199	1,290
Skewness		-,239	,055	-,425	-,352	-,078
Std. Error of Skewness		,226	,226	,226	,226	,226
Kurtosis		-1,078	-1,010	-,789	-,863	-1,154
Std. Error of Kurtosis		,447	,447	,447	,447	,447
Range		4	4	4	4	4
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5
Sum		377	367	388	376	382

Statistics

		Feel 1	Feel 2	Feel 3	Feel 4
N	Valid	115	115	115	115
	Missing	0	0	0	0
Mean		3,29	3,55	3,58	3,63
Std. Error of Mean		,102	,093	,091	,097
Median		3,00	4,00	4,00	4,00
Mode		2	4	4	4
Std. Deviation		1,098	,993	,973	1,037
Variance		1,206	,987	,947	1,076
Skewness		,094	-,299	-,237	-,272
Std. Error of Skewness		,226	,226	,226	,226
Kurtosis		-1,236	-,745	-,907	-1,067
Std. Error of Kurtosis		,447	,447	,447	,447
Range		4	4	3	3
Minimum		1	1	2	2
Maximum		5	5	5	5
Sum		378	408	412	418

Statistics

		Think 1	Think 2	Think 3	Think 4	Think 5
N	Valid	115	115	115	115	115
	Missing	0	0	0	0	0
Mean		3,21	2,97	2,88	2,99	2,97
Std. Error of Mean		,107	,104	,100	,114	,110
Median		3,00	3,00	3,00	3,00	3,00
Mode		4	2	2	2	2
Std. Deviation		1,143	1,120	1,077	1,218	1,181
Variance		1,307	1,254	1,160	1,482	1,394
Skewness		-,205	,205	,289	,165	,214
Std. Error of Skewness		,226	,226	,226	,226	,226
Kurtosis		-1,005	-1,094	-,706	-1,103	-1,109
Std. Error of Kurtosis		,447	,447	,447	,447	,447
Range		4	4	4	4	4
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5
Sum		369	342	331	344	342

Statistics

		Act 1	Act 2	Act 3
N	Valid	115	115	115
	Missing	0	0	0
Mean		3,63	3,56	3,50
Std. Error of Mean		,096	,093	,086
Median		4,00	4,00	4,00
Mode		4	4	4
Std. Deviation		1,030	1,002	,921
Variance		1,061	1,003	,849
Skewness		-,322	-,611	-,287
Std. Error of Skewness		,226	,226	,226
Kurtosis		-1,022	-,476	-,800
Std. Error of Kurtosis		,447	,447	,447
Range		3	4	3
Minimum		2	1	2
Maximum		5	5	5
Sum		417	409	403

Statistics

		Relate 1	Relate 2	Relate 3	Relate 4
N	Valid	115	115	115	115
	Missing	0	0	0	0
Mean		3,66	3,56	3,50	3,58
Std. Error of Mean		,099	,101	,104	,106
Median		4,00	4,00	4,00	4,00
Mode		4	4	4	4[a]
Std. Deviation		1,059	1,086	1,119	1,139
Variance		1,121	1,179	1,252	1,298
Skewness		-,410	-,252	-,260	-,280
Std. Error of Skewness		,226	,226	,226	,226
Kurtosis		-,863	-1,072	-,929	-,949
Std. Error of Kurtosis		,447	,447	,447	,447
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		421	409	403	412

a. Multiple modes exist. The smallest value is shown

Statistics

		Repurchase Intention 1	Repurchase Intention 2	Repurchase Intention 3
N	Valid	115	115	115
	Missing	0	0	0
Mean		3,70	3,65	3,65
Std. Error of Mean		,092	,089	,095
Median		4,00	4,00	4,00
Mode		4	4	4
Std. Deviation		,991	,956	1,018
Variance		,982	,913	1,036
Skewness		-,530	-,354	-,321
Std. Error of Skewness		,226	,226	,226
Kurtosis		-,491	-,766	-,980
Std. Error of Kurtosis		,447	,447	,447
Range		4	3	3
Minimum		1	2	2
Maximum		5	5	5
Sum		426	420	420

Statistics

		Gender	Umur	Pekerjaan	Pendidikan
N	Valid	115	115	115	115
	Missing	0	0	0	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	87	75,7	75,7	75,7
	Perempuan	28	24,3	24,3	100,0
	Total	115	100,0	100,0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25 tahun	25	21,7	21,7	21,7
	>25-35 tahun	35	30,4	30,4	52,2
	>35-45 tahun	24	20,9	20,9	73,0
	> 45 tahun	31	27,0	27,0	100,0
	Total	115	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Karyawan	29	25,2	25,2	25,2
	Profesional	11	9,6	9,6	34,8
	Mahasiswa	14	12,2	12,2	47,0
	Wiraswasta	61	53,0	53,0	100,0
	Total	115	100,0	100,0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	19	16,5	16,5	16,5
	SMU/Sederajat	15	13,0	13,0	29,6
	(S1/S2/S3)	81	70,4	70,4	100,0
	Total	115	100,0	100,0	

Statistics

		Sense 1	Sense 2	Sense 3	Sense 4	Sense 5
N	Valid	115	115	115	115	115
	Missing	0	0	0	0	0

Frequency Table

Sense 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	7	6,1	6,1	6,1
	Tidak Setuju	31	27,0	27,0	33,0
	Cukup Setuju	17	14,8	14,8	47,8
	Setuju	43	37,4	37,4	85,2
	Sangat Setuju	17	14,8	14,8	100,0
	Total	115	100,0	100,0	

Sense 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	6	5,2	5,2	5,2
	Tidak Setuju	32	27,8	27,8	33,0
	Cukup Setuju	30	26,1	26,1	59,1
	Setuju	28	24,3	24,3	83,5
	Sangat Setuju	19	16,5	16,5	100,0
	Total	115	100,0	100,0	

Sense 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	4,3	4,3	4,3
	Tidak Setuju	26	22,6	22,6	27,0
	Cukup Setuju	19	16,5	16,5	43,5
	Setuju	51	44,3	44,3	87,8
	Sangat Setuju	14	12,2	12,2	100,0
	Total	115	100,0	100,0	

Sense 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	6	5,2	5,2	5,2
	Tidak Setuju	28	24,3	24,3	29,6
	Cukup Setuju	21	18,3	18,3	47,8
	Setuju	49	42,6	42,6	90,4
	Sangat Setuju	11	9,6	9,6	100,0
	Total	115	100,0	100,0	

Sense 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	2,6	2,6	2,6
	Tidak Setuju	33	28,7	28,7	31,3
	Cukup Setuju	22	19,1	19,1	50,4
	Setuju	38	33,0	33,0	83,5
	Sangat Setuju	19	16,5	16,5	100,0
	Total	115	100,0	100,0	

Frequency Table

Feel 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	,9	,9	,9
	Tidak Setuju	36	31,3	31,3	32,2
	Cukup Setuju	25	21,7	21,7	53,9
	Setuju	35	30,4	30,4	84,3
	Sangat Setuju	18	15,7	15,7	100,0
	Total	115	100,0	100,0	

Feel 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	,9	,9	,9
	Tidak Setuju	20	17,4	17,4	18,3
	Cukup Setuju	28	24,3	24,3	42,6
	Setuju	47	40,9	40,9	83,5
	Sangat Setuju	19	16,5	16,5	100,0
	Total	115	100,0	100,0	

Feel 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	20	17,4	17,4	17,4
	Cukup Setuju	28	24,3	24,3	41,7
	Setuju	47	40,9	40,9	82,6
	Sangat Setuju	20	17,4	17,4	100,0
	Total	115	100,0	100,0	

Feel 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	22	19,1	19,1	19,1
	Cukup Setuju	24	20,9	20,9	40,0
	Setuju	43	37,4	37,4	77,4
	Sangat Setuju	26	22,6	22,6	100,0
	Total	115	100,0	100,0	

Frequency Table

Think 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	7	6,1	6,1	6,1
	Tidak Setuju	31	27,0	27,0	33,0
	Cukup Setuju	21	18,3	18,3	51,3
	Setuju	43	37,4	37,4	88,7
	Sangat Setuju	13	11,3	11,3	100,0
	Total	115	100,0	100,0	

Think 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	6	5,2	5,2	5,2
	Tidak Setuju	45	39,1	39,1	44,3
	Cukup Setuju	20	17,4	17,4	61,7
	Setuju	34	29,6	29,6	91,3
	Sangat Setuju	10	8,7	8,7	100,0
	Total	115	100,0	100,0	

Think 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	8	7,0	7,0	7,0
	Tidak Setuju	41	35,7	35,7	42,6
	Cukup Setuju	32	27,8	27,8	70,4
	Setuju	25	21,7	21,7	92,2
	Sangat Setuju	9	7,8	7,8	100,0
	Total	115	100,0	100,0	

Think 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	10	8,7	8,7	8,7
	Tidak Setuju	40	34,8	34,8	43,5
	Cukup Setuju	21	18,3	18,3	61,7
	Setuju	29	25,2	25,2	87,0
	Sangat Setuju	15	13,0	13,0	100,0
	Total	115	100,0	100,0	

Think 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	8	7,0	7,0	7,0
	Tidak Setuju	44	38,3	38,3	45,2
	Cukup Setuju	19	16,5	16,5	61,7
	Setuju	31	27,0	27,0	88,7
	Sangat Setuju	13	11,3	11,3	100,0
	Total	115	100,0	100,0	

Frequency Table

Act 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	23	20,0	20,0	20,0
	Cukup Setuju	21	18,3	18,3	38,3
	Setuju	47	40,9	40,9	79,1
	Sangat Setuju	24	20,9	20,9	100,0
	Total	115	100,0	100,0	

Act 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1,7	1,7	1,7
	Tidak Setuju	22	19,1	19,1	20,9
	Cukup Setuju	16	13,9	13,9	34,8
	Setuju	60	52,2	52,2	87,0
	Sangat Setuju	15	13,0	13,0	100,0
	Total	115	100,0	100,0	

Act 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	21	18,3	18,3	18,3
	Cukup Setuju	28	24,3	24,3	42,6
	Setuju	53	46,1	46,1	88,7
	Sangat Setuju	13	11,3	11,3	100,0
	Total	115	100,0	100,0	

Frequency Table

Relate 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	,9	,9	,9
	Tidak Setuju	21	18,3	18,3	19,1
	Cukup Setuju	21	18,3	18,3	37,4
	Setuju	45	39,1	39,1	76,5
	Sangat Setuju	27	23,5	23,5	100,0
	Total	115	100,0	100,0	

Relate 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	,9	,9	,9
	Tidak Setuju	25	21,7	21,7	22,6
	Cukup Setuju	23	20,0	20,0	42,6
	Setuju	41	35,7	35,7	78,3
	Sangat Setuju	25	21,7	21,7	100,0
	Total	115	100,0	100,0	

Relate 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	2,6	2,6	2,6
	Tidak Setuju	23	20,0	20,0	22,6
	Cukup Setuju	27	23,5	23,5	46,1
	Setuju	37	32,2	32,2	78,3
	Sangat Setuju	25	21,7	21,7	100,0
	Total	115	100,0	100,0	

Relate 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	2,6	2,6	2,6
	Tidak Setuju	20	17,4	17,4	20,0
	Cukup Setuju	30	26,1	26,1	46,1
	Setuju	31	27,0	27,0	73,0
	Sangat Setuju	31	27,0	27,0	100,0
	Total	115	100,0	100,0	

Frequency Table

Repurchase Intention 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	,9	,9	,9
	Tidak Setuju	17	14,8	14,8	15,7
	Cukup Setuju	21	18,3	18,3	33,9
	Setuju	52	45,2	45,2	79,1
	Sangat Setuju	24	20,9	20,9	100,0
	Total	115	100,0	100,0	

Repurchase Intention 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	18	15,7	15,7	15,7
	Cukup Setuju	25	21,7	21,7	37,4
	Setuju	51	44,3	44,3	81,7
	Sangat Setuju	21	18,3	18,3	100,0
	Total	115	100,0	100,0	

Repurchase Intention 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	21	18,3	18,3	18,3
	Cukup Setuju	23	20,0	20,0	38,3
	Setuju	46	40,0	40,0	78,3
	Sangat Setuju	25	21,7	21,7	100,0
	Total	115	100,0	100,0	

NPar Tests – Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		115
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,64574069
Most Extreme Differences	Absolute	,072
	Positive	,072
	Negative	-,042
Kolmogorov-Smirnov Z		,772
Asymp. Sig. (2-tailed)		,591

a. Test distribution is Normal.
b. Calculated from data.

Regression – Uji Heteroskedastisitas dengan Uji Glejser

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Relate , Feel , Act , Think , Sense[b]	.	Enter

a. Dependent Variable: Res2
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,302[a]	,091	,049	1,06059	1,997

a. Predictors: (Constant), Relate , Feel , Act , Think , Sense
b. Dependent Variable: Res2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,288	5	2,458	2,185	,061[b]
	Residual	122,610	109	1,125		
	Total	134,898	114			

a. Dependent Variable: Res2
b. Predictors: (Constant), Relate , Feel , Act , Think , Sense

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,404	,590		4,075	,000
	Sense	-,018	,030	-,075	-,590	,556
	Feel	-,011	,035	-,030	-,309	,758
	Think	-,058	,026	-,053	-1,268	,525
	Act	,023	,047	,055	,496	,621
	Relate	-,008	,034	-,027	-,231	,818

a. Dependent Variable: Res2

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	,5442	1,9878	1,2296	,32832	115
Residual	-1,76507	4,47835	,00000	1,03707	115
Std. Predicted Value	-2,088	2,309	,000	1,000	115
Std. Residual	-1,664	4,222	,000	,978	115

a. Dependent Variable: Res2

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Repurchase Intention	11,02	2,446	115
Sense	16,43	4,583	115
Feel	14,05	3,040	115
Think	14,98	4,750	115
Act	10,77	2,565	115
Relate	14,30	3,782	115

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Relate , Feel , Act , Think , Sense[b]	.	Enter

a. Dependent Variable: Repurchase Intention
b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740[a]	,547	,526	1,683

a. Predictors: (Constant), Relate , Feel , Act , Think , Sense
b. Dependent Variable: Repurchase Intention

Model Summary[b]

Model	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
1	,547[a]	26,349	5	109	,000	1,709

a. Predictors: (Constant), Relate , Feel , Act , Think , Sense
b. Dependent Variable: Repurchase Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	373,201	5	74,640	26,349	,000[b]
	Residual	308,765	109	2,833		
	Total	681,965	114			

a. Dependent Variable: Repurchase Intention
b. Predictors: (Constant), Relate , Feel , Act , Think , Sense

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,882	,936		2,010	,047
	Sense	,184	,048	,344	3,813	,000
	Feel	,112	,055	,139	2,018	,046
	Think	,088	,040	,171	2,172	,032
	Act	,154	,074	,161	2,066	,041
	Relate	,110	,054	,170	2,035	,044

a. Dependent Variable: Repurchase Intention

Coefficients[a]

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	Sense	,662	,343	,246	,511	1,959
	Feel	,374	,190	,130	,876	1,142
	Think	,520	,204	,140	,672	1,488
	Act	,517	,194	,133	,681	1,468
	Relate	,561	,191	,131	,595	1,680

a. Dependent Variable: Repurchase Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,36	15,32	11,02	1,809	115
Residual	-3,442	5,726	,000	1,646	115
Std. Predicted Value	-2,022	2,380	,000	1,000	115
Std. Residual	-2,045	3,402	,000	,978	115

a. Dependent Variable: Repurchase Intention